Our Broadcasting Station

Station WIAO was officially opened October 24th, 1922, at 7 P. M. by Mayor Daniel Hoan who delivered the opening address.

Since then, all of the biggest men in Wisconsin, together with all of the most talented entertainers, have broadcast from this station. The men in charge of WIAO have at all times tried and have well succeeded in getting the best obtainable entertainment for the radio fans.

At the time of the opening, the station was operated by H. B. Stover, better known as "Mr. Gallagher," assisted at various times by Leo Gleim, Lester Woellert, and Oscar Meisner, all students of S. O. E. About this time a contest was conducted to ascertain a slogan for the station. Out of the many suggestions that were received, "In the Land of the Sky-blue Waters" was taken as the most appropriate. After spending many glorious hours "kidding the fans," Stover left us in 1923.

In the Fall of 1923 Morris W. Thomas became the operator and was duly christened "Tommy." Since the studio has been moved to the first floor, Oscar Meisner or "Little Oscar" has acted as studio director and chief announcer.

The S. O. E. band under the direction of A. F. Landergott has been and is a regular feature on the programs. The station is at all times open to inspection by students of the school and for the benefit of the students. On a number of occasions, students from different countries have broadcast talks of interest concerning their native lands.

WIAO is our station and as such we should boost it at all times. With all the entertainment that is available in Milwaukee, this station is bound to become the most popular in Wisconsin.